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Hamilton-Wentworth Regional  
Municipality, Ont.  
Department of Economic Development

Economic Development Department  
1984  
Annual Report



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1984

ECONOMIC DEVELOPMENT DEPARTMENT

1984

ANNUAL REPORT

URBAN/MUNICIPAL





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1984

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THE HAMILTON MUSEUM OF  
STEAM AND TECHNOLOGY

David Rollinson  
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THE HISTORY OF THE

REIGN OF

CHARLES THE FIRST

BY

JOHN BURNET

OF THE UNIVERSITY OF OXFORD

IN TWO VOLUMES

LONDON

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1679

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A. MESSAGE FROM THE DIRECTOR

Judging from the economic performance of industry in the Region of Hamilton-Wentworth in 1984, we are emerging from a deep and prolonged recession. Indicators are that the Region will have an excellent year in 1985. Building permits for 1984, which exceeded 1983 totals, are a valuable tool for forecasting future economic activity. That being the case, 1985 should see increased activity in all building sectors.

Several major projects will open in 1985, including the Victor K. Copps Arena/Trade Centre, the Skyway Bridge twinning and the 313-room Hamilton Sheraton Hotel. The construction of the Canadian Imperial Bank of Commerce/Canada Life office complex at the corner of King and James Street will begin, the North-South/East-West freeway study will be completed and renovations to the Royal Connaught Hotel will be undertaken.

Industrial activity will continue to be centred on the steel industry with Stelco and Dofasco announcing major re-investment initiatives, but the Region is also seeing a diversity of other business concerns establishing here.

We want the building trend to continue and radiate to other sectors of the economy. That is where the Economic Development Department can assist you. If you are planning to start a new business, the Department can help. The literature we can supply and the assorted information available to us can be combined with your own ideas to form the basis of a solid beginning for your new venture.

If you are planning an expansion, let us know. Perhaps we can find a provincial or federal programme which can move your project along faster. If you are looking for land on which to build, you should contact us. Private and municipal land is available throughout the Region.

If you require additional financing, we could put you in contact with investors in Canada, the United States, Europe and the Far East. Similarly, if you are going after export markets maybe we can help you over some of the hurdles. We have access to senior levels of government, consultants, real estate brokers and others who could help make your programme a success.

Joint ventures and licensing arrangements are also areas where we can be of assistance. There are specialists in Hamilton-Wentworth in the private and public sectors who have the expertise to point you in the right direction. We know them and can establish contacts for you. Please do not hesitate to contact us.



## B. BUSINESS DEVELOPMENT

This report reviews the economic activities and developments in the Regional Municipality of Hamilton-Wentworth during 1984.

### 1. LOCAL ACTIVITY

In 1984, the Economic Development Department received about 1,000 requests for assistance of which 340 were qualified as being clients who would increase employment or investment in the Region. In some instances the request and assistance was of minor nature. In other cases, our response required extensive research and provision of information of a statistical and demographic nature, real estate guidance or government incentive direction. The following are examples of those we assisted.

#### a. New Arrivals

In July, 1984, Avon Engineering, a firm dealing in light to medium engineering and fabrication, was established as a joint venture between two partners and local investors working through the Small Business Development Corporation. The firm, which leased 7,000 square feet of plant space, will generate about \$2,500 tax dollars for the Region and initially provide three new jobs.

The designer of a prototype new stretcher, Bradco Med Ltd. joined the Hamilton firm of C. E. Hickory and Sons Ltd. in a licensing arrangement to manufacture this product. Bradco plans to expand into larger facilities as its business grows.

Owners of the London, Ontario-based Quartel Management Inc. initially requested the assistance of the Department in a search for a new hotel site. None was available but it was suggested that the owners look at the Royal Connaught Hotel, which they subsequently bought for about \$5 million. As a result, a distinguished hotel will continue to do business in Hamilton and its staff of about 200 is assured employment. Plans for the hotel include \$2 million worth of improvements and renovations including a recreation addition and refurbishing of suites.

The Canadian Tire Corporation opened a new sub-distribution centre in Hamilton in a 14,000 square foot leased building. From this location, the firm will ship car engine and other automotive-related parts throughout the Niagara area. The centre employs six people.

Ericson Communications Ltd., which manufactures Private Branch Exchange (P.B.X.) equipment, established a new sales and service office in the west-end of Hamilton during the summer and created six new jobs.

Forfolk Knitters Ltd. established a new factory outlet in Hamilton in 1984 and provided work for five new employees.

A new retail establishment in the Region, G. P. S. Computer Accessories, is a distributor of data processing furniture and accessories. The Department provided the owner of this firm with economic and demographic statistics as well as real estate guidance, which resulted in the leasing of a 2,500 square foot store on Main Street West in Hamilton.



Hydel Engineering of Welland, a manufacturer of electrical equipment and pole line hardware, purchased a 65,000 square foot branch plant in Stoney Creek. The firm created 16 new jobs and generated about \$23,400 in tax revenues. Sonitex Canada Laminating of Paris, France, has leased about 20,000 square feet of the plant.

The Alberta-based firm of Inland-Alcare Janitor Supplies expanded its business into Eastern Canada and the Hamilton-Wentworth area. The firm, which leased 9,300 square foot facilities on Frid St in Hamilton, created work for 10 people and generated about \$5,500 in new taxes.

The International Machine Exchange moved its office to downtown Hamilton. The firm uses a computer based data system for locating new and used machinery and equipment and makes that information available to client companies more rapidly than if the client were to do his own searches. The firm has created seven new jobs and will add more as business grows.

Journey's End Motel purchased five acres of land on Centennial Parkway in east Hamilton and built a 60-unit motel. The motel, which opened in October, has a staff of 15.

The Markham Catering Group of Brantford expanded its catering business into Hamilton in August. The firm purchased a 9,000 square foot building and was assisted by the department in finding tenants to lease space in the portion of the building not being used.

Mayor Robert Morrow and Councillor Vince Scott were present at the grand opening of Mr. M. Food Values in January, 1984. The firm created 30 new jobs and generated about \$16,000 in new taxes. The Department is hoping Mr. M. will establish a warehousing and distribution unit in the Region.

In 1984, Modern Steam Power Ltd. established a new business in Stoney Creek. The firm services industries which utilize boiler and pressure equipment but will itself eventually manufacture such equipment. The firm has eight employees.

Pilum Investment is a retail/commercial development complex located on Forest Avenue in Hamilton. Sixteen retail outlets were constructed and plans are being considered to add an apartment complex of 200 units. The Department is keeping in touch with the builder.

After undergoing several management changes, the Potato Centre was firmly established in Hamilton in 1984. The Department helped the firm with regard to government assistance programs.

The City of Hamilton Real Estate Department worked closely with DeSantis Realty Ltd. to locate Rycott Wholesale Foods Limited in the city's Keefer Court Industrial Park. The firm, which supplies frozen fish to the fish and chip industry, built a 5,000 square foot plant and created employment for five people.



St. Catharines-based **Picture Frame Warehouse** expanded its custom framing business into the Hamilton-Wentworth Region. The company leased a retail outlet in the recently renovated and expanded Parkway Plaza near Centennial Parkway and Barton Street in east-end Hamilton. Initially employing two people, the staff will be increased to five as business grows. The owner also plans to open other outlets in the Region.

In July, **Sonitex Canada Laminating** of France, established in joint venture with Susan Shoes in Stoney Creek and began manufacturing plastic laminations for the shoe and automotive industries. The firm hired about 15 workers and generated about \$9,000 in tax revenue.

**Superior Office Supplies**, a Montreal-based business specializing in stationery, office supplies and furniture, opened a branch store in downtown Hamilton. The firm occupied 2,500 square feet of showroom and employs seven people.

**Syanamid** located its dry storage business in Hamilton-Wentworth and found suitable storage facilities with easy access at the Seaway Terminals on Hamilton's waterfront.

**Taggart Service Ltd.** of Burlington expanded its transport services to Hamilton in 1984. The firm leased facilities, including 1.56 acres of land, a 2,500 square foot office building and a warehouse, in Hamilton.

**V. Van Lieshout** and **P. Van Elst** of Holland opened a new wall plastering warehouse distribution facility in Hamilton. The partners also plan to develop a business in Dutch ceramic tile and bathroom units. With joint venture capital they have leased a 7,000 square foot warehouse on Woodward Avenue in Hamilton. Initially, they created five new jobs but will employ up to 40 people when the business is fully established.

#### b. Local Expansion

In addition to attracting new business to the Region, the Economic Development Department extends its support services to existing local businesses who are expanding, relocating or seeking financial assistance, including the following:

The Department helped **Albert Kergl Ltd.** (Holiday Juices) in seeking government assistance to aid in the upgrading of a building this company had considered purchasing. Instead of purchasing larger facilities, the firm added 5,000 square feet of office and warehouse space to its existing plant at a cost of \$200,000 and created five new jobs.

After an extensive search in other jurisdictions, **Bartek Chemical Co. Ltd.** purchased five acres in Stoney Creek and began construction of a plant for the manufacture of maleic acid for use in textile dyeing. Total investment in the completed project, which will create about 20 jobs, will be about \$25 million.

**Canadian General Tower** relocated into a modern one-storey plant in Stoney Creek. This vinyl manufacturer of baby pants, aprons and tableclothes employees 36. Its products are sold in major chain and department store, including Sears and Towers, across Canada.



Coates Industrial Automation Ltd., manufacturers of feeders and automation equipment, received information and assistance from the Department regarding available federal or provincial funding for research and development. As a result, the Ancaster firm was successful in obtaining an Industrial Research Assistance Program (IRAP) grant for \$36,500 from the federal government to undertake research into the development and manufacture of tamper-evident closures for food products.

After a year of operating in joint venture with West German investors, Dynamic Steel Fabricators of Stoney Creek moved into larger premises in 1984. The steel fabricators employ about 22 people, but will hire 10 more as production increases.

A company on the move, Industrial and Marine Coatings Ltd. (I.M.C.O.), which had developed a new formula for protecting factory floors and ship's hulls, relocated into larger facilities on Head Street in the Town of Dundas. The firm, assisted by the Department, received a loan from the new HELP program of the Ministry of Industry and Trade to carry out its marketing program.

With the assistance of Marel Real Estate, the Department was able to relocate John's Diesel and Truck Service from Mud Street to larger facilities on Arvin Avenue in Stoney Creek. The Department is maintaining contact with the company in order to be aware of new developments.

After purchasing companies which make ski wax and RX fertilizer, Kiwi Shoe Polish enlarged its Frid Street, Hamilton, premises with a 6,500 square foot addition. The firm increased its staff from 36 to 40 and generated an additional \$3,900 in taxes.

With the assistance of the Department, Manpower Temporary Service found larger facilities in Hamilton and added one additional employee to its staff.

Mike Reilly Food Processing Ltd., which is located in the Hamilton Mountain Industrial Park, requested the assistance of the Department with respect to a realty tax problem. Staff arranged meetings with the Hamilton Finance Department and the Ministry of Revenue, resulting in a satisfactory clarification for the firm.

A garment manufacturer, Nocturne Apparel, relocated into larger premises in 1984 to meet the growing demand for its ladies' and children's sleep and lounge wear. Mayor Morrow attended the press conference announcing the company's move into the former Arrow Shirt facilities in east-end Hamilton. The firm increased its staff from 48 to 55 during the year.

The owner of Socrates Restaurant, located on King Street East in Dundas, renovated the upper portion his building into apartments. This project was accomplished with funding secured, with the help of the Economic Development Department, from the Ministry of Housing's Convert-and-Rent program.

The Department, working with the staff of the City of Stoney Creek, assisted Standard Slag Cement Co. in an application to sever a piece of neighbouring property. The area is now used for storage of raw materials. When long-term expansion plans are completed, the firm will make further additions to its current staff of 16.



Since 1981, the Department has worked with **Superior Boiler Works and Welding** in a search for larger facilities. In March, 1984, the company purchased a building on Brockley Drive in east-end Hamilton and moved its 16 workers in June. Half of the 10,000 square foot building is leased to J-Line Properties.

**Syntha-Voice Computers Inc.**, a Hamilton company involved in the manufacture of speech synthesizers used with micro computers for the blind, expanded into 3,200 square foot premises in the east end of Hamilton. As a result of the move, the firm added two employees to its staff of eight.

The Department assisted **Warnock Hersey Professional Services Ltd.**, a company involved in steel and concrete quality control testing for major Canadian corporations, in a search for new premises. The firm relocated into a 4,000 square foot leased facilities in west Hamilton and created nine new jobs.

In 1984, **Wentworth Mold and Die** expanded its manufacturing operation into the Region with the purchase of an existing 10,000 square foot building in the Stone Church Road Industrial Park on Hamilton mountain. With future expansion in mind, the company is also considering the purchase of two adjacent lots. Wentworth has about 100 people on its payroll, including eight workers hired as a result of this expansion.



## 2. MAJOR PROJECTS

### a. Industrial

Building permits issued in the industrial sector amounted to \$25,981,659 in 1984, a significant 80 percent increase from the 1983 total value. The following descriptions spotlight some projects which were undertaken or completed in 1984 and which merit special mention because of their size and importance.

Stelco Inc., the Region's largest employer with 12,000 workers, announced during the latter part of 1984 its plans to spend \$400 million in the next five years on the extensive upgrading of its Hilton Works in Hamilton. The project involves the installation of three continuous casting units. Each unit will have a one-million ton annual capacity and will eliminate the ingot and primary rolling stage in traditional steelmaking. Increased production is expected to benefit job creation in the Region.

Hamilton-Wentworth's second largest employer and a primary steel manufacturer, Dofasco Inc. continued to prosper in 1984 and in the process set new profits and production records. Early in the year, the firm started construction of a new \$3.6 million pickle line plant, which will go into operation in 1985. Later in 1984, the steel manufacturer announced plans to spend \$600 million on new steelmaking technology that allows for the production of steel from its molten stage to the finished coiled product in one uninterrupted operation. Employment increases can be expected as a result of these major renovations.

Hamilton appliance maker Camco is one example of the many success stories occurring in Hamilton-Wentworth. Since 1982, the company has spent \$18 million modernizing its plant to meet changing market demands. Currently employing about 1,200 workers, the company has added 600 to its payroll in the last two years alone. Because of its contribution to local job creation, the firm won a contest sponsored by local radio stations CHML and CKDS-FM and was awarded a prize consisting of free advertising time valued at \$10,000. Camco has also recieved an Economic Development Achievement Award from the Region of Hamilton-Wentworth and a Business Achievement Award from the Hamilton Chamber of Commerce.

A division of Dutch brewing giant Heinekin, Amstel Brewery of Hamilton, continued to thrive thanks to the resounding success of its newest product, Grizzly Beer. To meet the enthusiastic demand for this product, the firm began ahead of schedule a major \$8 million expansion and replacement of equipment in its Burlington Street facilities. Currently, the company has 100 workers on its payroll, including 25 added in the last year.

CAD/CAM Centre, located in the Ancaster Industrial Park, opened its doors in April, 1984. Jointly operated by McMaster University and Mohawk College, the Centre is one of the most innovative resource centres of its kind in Ontario. It is involved in research and consulting services in manufacturing and industrial technology. The Centre is viewed as a nucleus around which other high-tech industries may locate.



In 1984, Westinghouse of Canada, Inc. continued the development of advanced gas turbines for use in power generation, a project first announced in August, 1983. Estimated to cost about \$33 million, the work will be completed in four years and may create about 615 new jobs.

Canron Inc. undertook a major \$12.5 million expansion of its ingot mould operation in its Burlington Street foundry. Two 55-ton electric melting furnaces were installed in July, 1984 to greatly increase the company's output in this product. The company, which already has a staff of about 220 employees, created about seven new jobs through this project with the possibility of more in the future.

A one-garage operation in 1969, Hamilton Radiator Services Ltd. has steadily grown and now includes nine service centres in Hamilton, London and Toronto as well as a manufacturing and administrative headquarters in Hamilton. Increased demand for its product in the United States and Canada forced the firm to move into a larger 26,000 square foot plant on Parkdale Avenue North in Hamilton. The Department was instrumental in the awarding of a \$164,000 ILAP federal loan, which with the expansion was accomplished. The firm has added about 23 new jobs, bringing its staff to more than 90.

Due to an increase in business, Hamilton Wire Products Ltd., a manufacturer of precision wire springs and forms, undertook a substantial \$750,000 expansion of its Gage Avenue premises in 1984. As a result of the expansion, the firm added six employees to its staff of 47.



b. Commercial

Building permits in the commercial sector amounted to \$47,892,363 in 1984, representing a decrease of 18.6 per cent from 1983. Significant commercial projects undertaken in the Region include the following:

One of the larger commercial projects in the Region during 1984 was the construction of the \$27 million Sheraton Hotel in downtown Hamilton. The superstructure of the 313-first-class room, 17-floor luxury hotel is now completed and interior work is well underway. The Hamilton Sheraton is locally owned with a number of shares being purchased by area investors.

The project has provided considerable employment in the construction industry and will add many more jobs to the service sector when opened in the spring of 1985.

Opened in September, Park Place is an exciting new shopping and office complex located in Hamilton's busy downtown core. After purchasing the former Right House department store, Corham Development spent about \$9 million on renovating the building to provide three floors of specialty retail boutiques and restaurants and four floors of office space in a fashionable and appealing atmosphere. For this achievement, the developers received an Economic Development Achievement Award from the Region.

Quoram, owners of the Hamilton Squash Club, spent about \$2 million to double the area of their facilities on Jarvis Street in Hamilton. Six new squash courts (bringing the total to 12), a 3,000 square foot polaris gym, 3,000 square foot of aerobic space, two new swim spas, new steam and locker rooms as well as expanded kitchen, laundry and dining facilities are among the new features added for the convenience of fitness-oriented people.

In 1984 Flamboro Downs Harness Racetrack announced an estimated one million dollars expansion of facilities to provide additional race paddock area and new entrance. The project, which will begin early in 1985, will create about four new jobs.

In October, Toys "R" Us, which handles children's toys and related baby products, opened a \$3-million, 45,000 square foot retail outlet on Limeridge Road in Hamilton. The store employs about 50 part and full-time sales staff, which more than doubles during the Christmas period.

On September 14, ground-breaking ceremonies took place for the construction of a new Radio Centre for stations CHML AND CKDS-FM. The new headquarters is part of a multi-million dollar plaza situated at the key west-end intersection of Main Street and Longwood Road in Hamilton.

In Hamilton, the new CHCH-TV Studio was officially opened on June 7, 1984, the station's 30th anniversary, by former Premier William Davis. The \$7-million project provides 47,000 square feet of studio and technical facilities.

Laqua Furs, a Berlin, West Germany fashion furrier, moved into new premises on King Street in downtown Hamilton. Their grand opening in September featured a fashion show of their own designs. The family also bought a 30-acre farm in Glanbrook Township.



c. Residential

Residential building permits issued for 1984 totalled \$121,373,560, up by 7.9 per cent from 1983. The following projects are noted:

The Guise Street Housing project, which is constructed in conjunction with the Canada Mortgage Housing Corporation (CMHC), has provided the City of Hamilton with additional new apartments for low and moderate income families. The \$2.5 million project, which began in the summer of 1984, will provide 50 new apartment units, including two-bedroom units for disabled people when completed early in 1985.

St. Elizabeth Village represents a unique concept in residential living for senior citizens. Commenced in 1980, the project, which is located on a 75 acre site on Hamilton's mountain, will be completed in 1986. About half of an expected 340 housing units have been built and are now occupied. The complete project, estimated to cost about \$30 million, has created substantial employment in the construction industry as well as in the maintenance and service staff of the residence. Future phases will include the building of a custodial residence for seniors, medical offices and a residence for retired priests.

Rennaisance in the Park, located on Barton Street East in Stoney Creek, is a 200-acre residential project jointly developed by Lehndorff Corporation of Toronto and Empire Developments of Stoney Creek. Servicing of the land has cost Lehndorff about \$10-million. In 1984, Empire spent about \$8-million building 85 new homes, bringing the total number of homes constructed on the site over the last five years to 350.

The first phase of Clover Leaf Village, formerly called Alarco, is a \$50-million housing project located near the north-west corner of the Mohawk Road and Highway 403 interchange in Ancaster. When completed, 348 units will be constructed on the 300-acre Scenic Drive Subdivision. The land has been serviced and construction started on 114 lots in the subdivision. Servicing of the remaining home sites will continue in 1985. In a future phase of development, about 40 acres of land will be developed for commercial use and 100 acres for light industrial use on the south-east corner of Mohawk and Highway 403.

In the south-west corner of the Mud Street and Highway 20 intersection, the Ontario Land Corporation is developing the 1660-acre \$45-million Heritage Green. Since the government agency began the project in 1973, about 1350 homes have been constructed, including 160 units built in 1984. The agency serviced and sold another 98 lots last year. Construction on these sites will begin early in 1985.

In the construction of single family units, Stoney Creek leads the Region with 462 homes, followed by Hamilton with 414 new single family homes. In overall residential construction, 1,324 single family units, 10 semi-detached or duplexes, 141 row, 200 apartments were built in 1984, for a total of 1,674 units.



d. Institutional

Building permit values in the institutional sector totalled \$26,264,883 for 1984, a 9.7 per cent increase from the previous year. Some major projects are summarized below:

A \$35-million expansion of Hamilton Civic Airport, located in the Township of Glanbrook is about three-quarters completed. The project includes an 8,000 foot runway extension, expansion of the terminal building, construction of a firehall and improved road access and parking facilities. A new control tower, complete with state-of-the-art navigational equipment, will begin construction in 1985. In addition to existing general aviation and flight training activities, the expansion is expected to create new business in the form of additional cargo flights, air courier operations and international commercial flights. Jetstream International Airline is one commercial airline the airport has attracted.

Work continued throughout 1984 on the completion of the \$42.7 million Victor K. Copps Trade Centre/Arena in Hamilton. The facilities, which will house a 20,000 seat arena, international-sized rink and 87,000 square foot exhibition area. When opened in December, 1985, the building will place Hamilton on the map as a major centre for trade shows, professional sport activities and special events, including the Moscow Circus and Ice Capades.

At the end of 1984, work on the \$38.8 million twinning of the Burlington Skyway Bridge was about 80 per cent completed. The new bridge is expected to be completed in August, 1985, after which the older bridge will be closed for for two years for renovations. When both bridges are operational, they will permit traffic in opposite directions over three lanes. The project is undertaken to improve the flow of traffic north and south of the Skyway along the Queen Elizabeth Way and connect Highway 20 with Hamilton-Wentworth's proposed North-South transportation corridor.

Pier 25 or phase one of construction of the Hamilton Harbour Commission's East Port Industrial Park is now completed and open for business. The 40-acre section is fully serviced with access to an 800-foot wharf. Another 800 foot wharf will be constructed adjacent to Pier 25 in 1985. The new wharf facilities will accommodate the steadily increasing tonnage through the port, which rose from 10,280,439 metric tonnes in 1983 to 12,403,089 in 1984, the highest tonnage figure since 1980. Development of the park's second phase, Pier 26, will commence in 1986 and construction on the final phase, Pier 27, will follow. In recent years, the Harbour Commission has spent approximately \$16 million on the 126-acre project. The Province will construct a permanent arterial road early in 1985 to connect the park to the Queen Elizabeth Way, Ontario's main street between Toronto and the United States border.

Extensive renovations of Gore Park, located in the heart of Hamilton's downtown core, have made the site an attractive gathering place for shoppers and downtown workers. The Park, which was opened in September of 1984, is Phase One of a proposed three-phase plan to rejuvenate downtown Hamilton. The \$3.5 million renovations also included an improved access by vehicular traffic to the Royal Connaught Hotel. Phase Two, which is slated to begin in the spring of 1985, will cost approximately \$1.6 million.



### 3. INTERNATIONAL MARKETING

#### a. Far East

During 1984, Councillor Paul Cowell, Vice-chairman of the Regional Economic Development Committee, and Gabe Macaluso, Business Development Officer, made three trips to Hong Kong and Japan (Feb. 17 to March 7; May 16 to June 4; and Sept. 30 to Oct. 10) to follow-up on contacts and new leads generated in the Region and during previous trips to the Far East. They made more than 100 contacts in those countries and generated much interest in the Region.

In 1984, the Region hosted more than 30 business interests seeking additional first-hand information about either business mergers, acquisitions or new opportunities. Information seminars, industrial tours and meetings with the Ontario Ministry of Industry and Trade and immigration authorities were arranged to encourage the Hong Kong and Japanese entrepreneurs to make the Region their Canadian home for doing business. From the budget allocation of \$30,000, it is estimated that these efforts have resulted in business, investment and real estate commitments totalling millions of dollars, more than 100 anticipated first-year new jobs and an expanded assessment base for the Region. Confidential discussions with other contacts are ongoing and kept in departmental files.

#### b. Europe

Germany and Italy are the European countries with great potential for generating new business or investment capital for the Region. Councillor Fred Lombardo and Saad Ghanem, Manager of Business Development, made two trips (April 3 to 19 and Oct. 8 to 17) in 1984 to those countries to make new contacts and follow-up leads. They made more than 30 specific contacts and received commitments to establish businesses or invest capital totalling approximately \$6.5 million. These activities could create about 200 new first-year jobs. Several delegations of entrepreneurs visited the Region on fact-finding trips in order to identify business opportunities and suitable partners for possible joint venture arrangements.

With the assistance of joint venture funding from a German businessman, Dynamic Steel Manufacturing of Stoney Creek expanded its plant by 10,000 square feet and added 10 new workers to its workforce. Taking advantage of a joint venture arrangement, Dutch entrepreneurs V. Van Lieshout and P. Van Elst, opened their business in warehousing and distribution of specialized wall plaster finishing. Later, they plan to distribute Dutch ceramic tile and bathroom units. In partnership with local businessman Case Hansen, involving an initial investment of \$100,000, Van Lieshout and Van Elst have leased a 7,000 square foot warehouse on Woodward Avenue. The new business will create new jobs for 30-40 workers. Lacqua Furs from Berlin, West Germany, commenced its new business in September in a shop on King Street East, Hamilton with a fashion show and interpretative fur demonstration. The family has also bought a 30-acre farm in Glanbrook. Westastahl of Dusseldorf has obtained final approval to establish a new \$1.5 million steel service centre in Hamilton. Two Italian projects are nearing completion with the companies in the process of being incorporated early in 1985.



#### 4. PROMOTION

##### a. Promotional Aids

A new 12-minute promotional film, **Talk About A Great Place**, was produced by the Business Development Department in 1984. Employing a fresh new approach, the film employs respected local businessmen as regional spokesmen to state their specific reasons for doing business in Hamilton-Wentworth. Even before its premiere set for January 14, 1985, the film was in great demand and available in several viewing formats, including 16mm film, super 8 mm cartridge and three video sizes to complement any variety of audio-visual equipment.

##### b. Publications

###### 1. Brochures

In addition to producing a new film, the Department also completed a new colour promotional brochure for distribution early in 1985. The brochure piggybacks on the approach of the film in its use of local businessmen as spokesmen for the Region. The brochure contains a wide selection of colour photographs of the Region, showing its manufactured products, people and lifestyle. The winning photographs of the Region's 1984 Photo Contest were also used and their contributors were given photo credits. The new brochure is being distributed across Canada and internationally to Canadian embassies and counsuls as well as Ontario government offices. In 1984, the Department also reprinted its popular Business Plan and Executive Summary brochures.

###### 2. Directory

The 1984-85 Business Directory was revised and reformed and distributed to the public early in 1984. The Directory now lists all manufacturers and non-manufacturers alphabetically and by their Standard Industrial Classification code (S.I.C.). From the Directory, several thousand Buyer's Guides, which lists manufacturers by S.I.C. code, were printed and distributed.

###### 3. Newsletter (Skyline)

The Department published four newsletters in 1984. The first Skyline was dedicated to the 10th anniversary of the Region of Hamilton-Wentworth. For its the second quarter newsletter, the Department participated in the production of an exclusive publication of Business and Finance in Ontario, which featured the Region of Hamilton-Wentworth. The third issue of the Skyline covered the textile industry in the Region, while the last issue was combined with the 1984 Annual Report.



\*\*\*Literary Awards\*\*\*

The Department has earned literary recognition from national and international economic development associations for its innovative design and presentation of its advertisements. At the 1984 Vancouver Conference, the Industrial Developers Association of Canada (IDAC) awarded the Department its **Best of Class** standing in three different categories for the hard hat advertisement. This depicted an inverted yellow construction hat (business and industry) filled with flowers (culture and tourism) along with the caption "Get the Beautiful Side of the Hard Headed Facts." The American Economic Development Council presented the Department a first place **Literary Award** in the single advertisement category. IDAC also presented the the **Best Overall Award** to the Department for the design and content of the popular 1984-85 Business Directory.

c. Advertising

The Department has participated in a number of selected advertising campaigns in 1984 to focus attention on the economic advantages and potential of the Region. In cooperation with the **Hamilton and District Chamber of Commerce**, the Department took part in a promotional campaign aimed at Toronto and other markets in Ontario and Canada to increase awareness of the business and tourism potential of Hamilton and the Region of Hamilton-Wentworth. The Department prepared articles and placed its hard hat and testimonial advertisements in a special October 18 **Globe and Mail** supplement. Again, on October 25, the Department contributed to a special **History of Hamilton Supplement** in The Spectator newspaper, filling a page with advertisements and stories on the theme **Talk About A Great Place**. In addition, the Department, through its advertising agency placed five **Testimonial Advertisements** in the **Globe and Mail** and other leading Canadian and international business publications.

The real success of the advertising campaign is measured by the response of many interested entrepreneurs who have seen the ads and requested additional economic and statistical information about Hamilton-Wentworth.



## 5. REGIONAL INDUSTRIAL PARKS

### Sales

Sale of land in the regional industrial parks was slow in 1984. One acre was sold to the Afro-Canadian Caribbean Association in the Stone Church Industrial part for \$47,000 and about 19,000 square feet of land on Burlington Street, Hamilton, was sold for \$60,500 to a numbered company by the City of Hamilton Real Estate Department. Late in 1984, Regional Council approved the sale of an acre in the Mountain Industrial Park for \$50,000 to Carlo Brothers Excavating Ltd.

### Options

Two separate companies made offers to purchase two lots in the Ancaster Industrial Park during the later part of 1984. The terms of the transaction were still being negotiated at year end.



6. GOVERNMENT ASSISTANCE TO LOCAL BUSINESSES, 1984

<u>Program</u>	<u>Name</u>	<u>Source</u>	<u>Incentive \$</u>	<u>Type</u>
ODC	RAYMA BAKERY Stoney Creek	Prov.	100,000	loan
IRDP	CANRON, Hamilton	Fed.	1,873,980	loan
IRDP	WESTINGHOUSE, Hamilton	Fed.	8,799,885	loan
IRDP	CANADIAN PORCELAIN Hamilton	Fed	326,750	loan
IRDP	ORLICK INDUSTRIES Hamilton/Stoney Creek	Fed	500,000	loan
ILAP	HAMILTON RADIATOR Hamilton	Fed.	164,000	loan
IRAP	COATES INDUSTRIAL AUTOMATION LTD. Ancaster	Fed	35,383	grant
HELP	A.V.R.U. Inc. Hamilton	Prov.	15,000	loan
HELP	AMG AUTOMOTIVE LTD. Hamilton	Prov.	10,000	loan
HELP	B.C.E. MICROSYSTEMS INC., Hamilton	Prov.	15,000	loan
HELP	BRADCO MED LTD. Hamilton	Prov.	5,000	loan
HELP	CHART ON COURSE ENT. INC., Hamilton	Prov.	15,000	loan
HELP	D.M. MCCORMACK INC. Ancaster	Prov.	15,000	loan
Export	EXANNO PRODUCTS LTD. Hamilton	Prov.	100,000	loan
HELP	K.E. ENTERPRISES Hamilton	Prov.	15,000	loan
HELP	LAMB CO. Hamilton	Prov.	5,000	loan
ODC	LEN WALKER IN TRUST N.A.P, INDUSTRIES LTD. Hamilton	Prov.	245,000	loan



<u>Program</u>	<u>Name</u>	<u>Source</u>	<u>Incentive \$</u>	<u>Type</u>
HELP	I.M.C.O	Prov.	30,000	loan
HELP	OPTIMEX ENGINEERING LTD., Hamilton	Prov.	30,000	loan
HELP	PAOLO PORTABLE WELDING Hamilton	Prov.	4,500	loan
HELP	SUPER BEARS INC. Hamilton	Prov.	14,000	loan
TOTAL INCENTIVES			\$12,318,498	

Programs--HELP (Help Entrepreneurs Loan Program); IRDP (Industrial Regional Development Program); ILAP (Industry and Labour Adjustment Program); IRAP (Industrial Research Assistance Program).

Sources--Industry, Trade and Commerce and Ontario Development Corporation



# 7. VOLUME OF INQUIRIES

<u>Type</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>		
Total Qualified Inquiries for Assistance			636	812	340
Cases Completed	91	81	45		
Inquiries in Process	17	528	293		

Qualified inquiries for assistance represents those prospects which required extensive follow-up out of an approximate 1,000 inquiries received during the year.

Cases held on file are reviewed quarterly to determine whether if the company continues to require assistance. If not the file is dropped.

## UNEMPLOYMENT RATES

	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>
HAMILTON CMA*	6.2	6.4	6.4	11.7	11.9	9.8
ONTARIO	6.0	6.4	7.3	12.1	8.9	8.3
CANADA	7.1	7.2	8.6	12.8	11.1	11.3

\*HAMILTON CENSUS METROPOLITAN AREA - includes the Region of Hamilton-Wentworth, Grimsby, and Burlington.

SOURCE--Statistics Canada



# 8. NEW JOBS CREATED OR MAINTAINED IN 1984

Jobs Created Locally By New or Expanded Business	900
Anticipated Jobs Created By Internationally Marketing	300
Local Jobs Saved	<u>200</u>
TOTAL	1400

According to Statistics Canada, approximately 26,000 people found employment in the Hamilton CMA during 1984. The above figures represent only those cases with which the Department had been directly involved.

## PERCENTAGE OF POPULATION ON WELFARE, 1984

<u>Month</u>	<u>Beneficiaries</u>	<u>Caseload</u>	<u>Ratio of Persons/Case</u>	<u>Percentage of Pop.</u>
Jan.	15,693	9,366	1.68	3.8
Feb.	15,868	9,534	1.66	3.8
March	15,555	9,469	1.64	3.8
April	14,949	9,195	1.63	3.6
May	14,925	9,225	1.62	3.6
June	13,875	8,621	1.62	3.4
July	13,488	8,621	1.61	3.4
August	13,735	8,396	1.64	3.3
Sept.	13,164	8,089	1.62	3.2
Oct.	13,272	8,074	1.64	3.2
Nov.	13,376	8,145	1.64	3.2
Dec.	13,380	8,141	1.64	3.2
1984 AVERAGE	14,273	8,740	1.68	3.5
1983 AVERAGE	14,915	8,890	1.64	3.6



9. TOTAL VALUE OF BUILDING PERMITS  
(in \$000)

<u>MUNICIPALITY</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>
HAMILTON	112,733	94,744	126,512	134,202
STONEY CREEK	33,133	17,016	34,302	34,003
DUNDAS	4,777	6,897	6,101	6,438
ANCASTER	11,122	9,080	23,276	22,317
FLAMBOROUGH	10,837	8,354	15,704	18,255
GLANBROOK	1,912	12,483	3,783	6,297
<hr/>				
REGIONAL TOTALS	200,144	148,574	209,677	221,512

INDUSTRIAL/COMMERCIAL VALUES OF BUILDING PERMITS  
(in \$000)

<u>MUNICIPALITY</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>
HAMILTON	72,477	51,712	67,143	66,795
STONEY CREEK	5,379	1,074	2,080	2,225
DUNDAS	316	1,027	262	1,028
ANCASTER	725	185	1,639	561
FLAMBOROUGH	1,441	962	1,747	2,752
GLANBROOK	227	10,160	417	514
<hr/>				
REGIONAL TOTALS	80,536	65,120	73,288	73,875



10 DOLLAR VALUE OF BUILDING PERMITS  
By Sector, 1984

<u>Municipality</u>	<u>Industrial</u>	<u>Commercial</u>	<u>Residential</u>	<u>Institutional</u>	<u>Total</u>
HAMILTON	22,773,201	44,022,149	46,723,111	20,683,713	134,202,174
STONEY CREEK	610,400	1,614,700	30,754,012	1,023,500	34,002,612
DUNDAS	248,000	779,605	5,276,321	133,700	6,437,626
ANCASTER	321,000	240,100	21,740,775	15,500	22,317,375
FLAMBOROUGH	1,600,558	1,151,309	15,029,741	473,470	18,255,078
GLANBROOK	<u>428,500</u>	<u>84,500</u>	<u>1,849,600</u>	<u>3,935,000</u>	<u>6,297,600</u>
TOTAL	25,981,659	47,892,363	121,373,560	26,264,883	221,512,465

DOLLAR VALUE OF BUILDING PERMITS BY SECTOR (in \$000s)  
1983-1984 Comparison

<u>Municipality</u>	<u>Industrial</u>		<u>Commercial</u>		<u>Residential</u>		<u>Institutional</u>		<u>Total</u>	
	<u>1983</u>	<u>1984</u>	<u>1983</u>	<u>1984</u>	<u>1983</u>	<u>1984</u>	<u>1983</u>	<u>1984</u>	<u>1983</u>	<u>1984</u>
HAMILTON	10,745	22,773	56,398	44,022	42,028	46,723	17,341	20,684	126,512	134,202
STONEY CREEK	1,635	610	444	1,615	30,007	30,754	2,215	1,024	34,302	34,003
DUNDAS	100	248	161	780	5,805	5,276	35	134	6,101	6,438
ANCASTER	984	321	650	240	19,681	21,741	1,961	16	23,276	22,317
FLAMBOROUGH	678	1,601	1,069	1,151	12,996	15,030	961	473	15,704	18,255
GLANBROOK	<u>317</u>	<u>429</u>	<u>100</u>	<u>85</u>	<u>1,940</u>	<u>1,850</u>	<u>1,426</u>	<u>3,935</u>	<u>3,783</u>	<u>6,298</u>
TOTAL	14,459	25,982	58,822	47,893	112,457	121,374	23,939	26,266	209,678	221,513



11. BANKRUPTCIES  
Business and Consumer

<u>Location</u>	<u>1980</u>		<u>1981</u>		<u>1982</u>		<u>1983</u>		<u>1984</u>	
	<u>Bus/Cons</u>		<u>Bus/Cons</u>		<u>Bus/Cons</u>		<u>Bus/Cons</u>		<u>Bus/Cons</u>	
HAMILTON	104	487	97	492	136	534	78	429	71	278
ANCASTER	2	5	2	5	5	8	3	2	3	3
DUNDAS	5	23	10	26	12	18	8	12	7	7
FLAMBOROUGH & GLANBROOK	20	34	21	41	27	64	37	49	22	36
STONEY CREEK	4	12	4	16	2	24	13	27	4	23
REGIONAL TOTALS	135	561	134	580	182	658	139	519	52	166

LOST COMPANIES, 1984  
(Partial List)

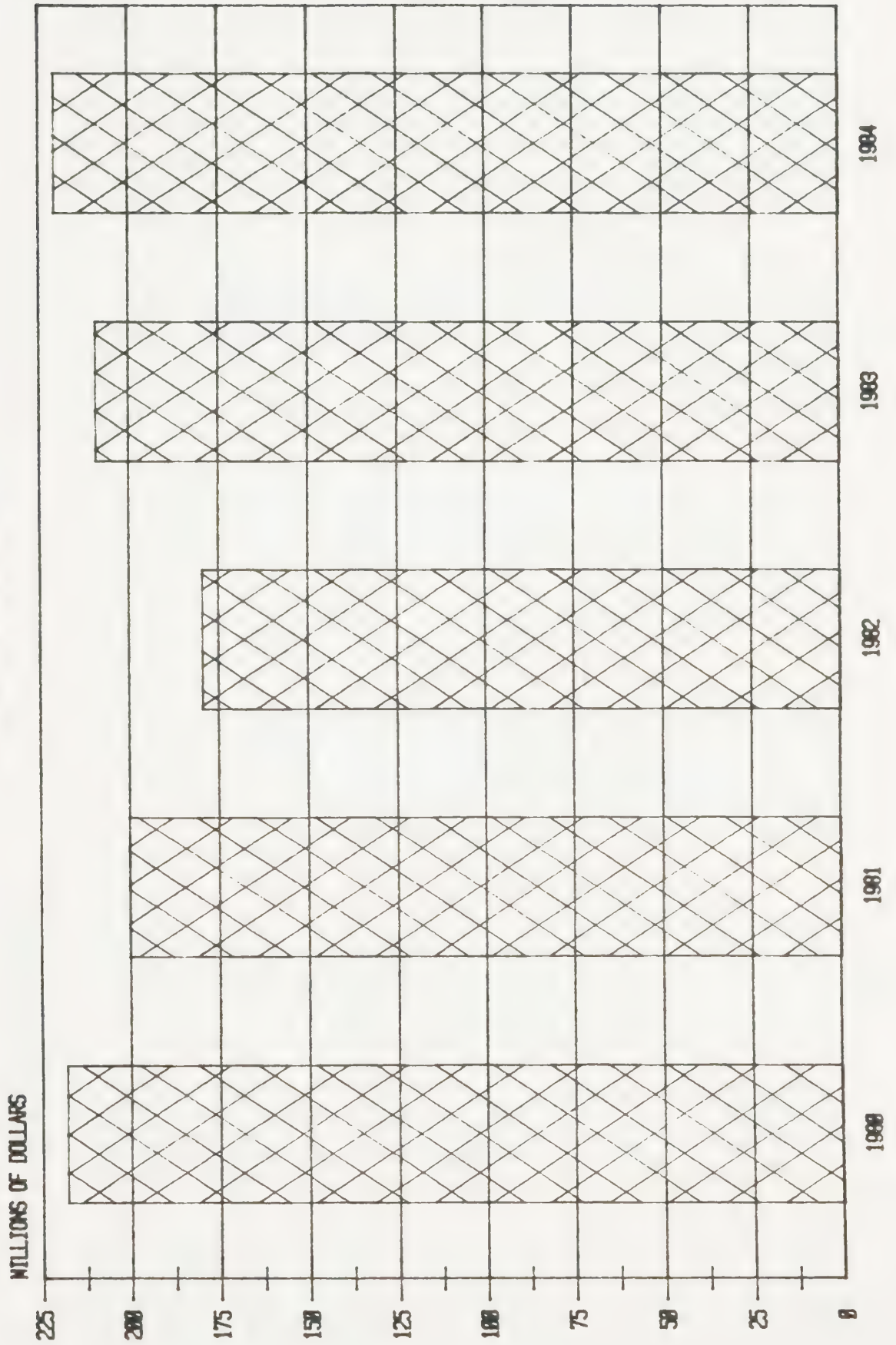
<u>Company</u>	<u>From</u>	<u>To</u>	<u>Reason</u>	<u>Jobs</u>
Metal Spray-On Ltd.	Hamilton	Grimsby	Locational	11
Numco Engineering Ltd.	Hamilton	Burlington	Locational	7
Bridge and Tank	Hamilton	Closed	Consolidation	133
Allen Industries	Hamilton	Mexico	Rationalization	225
Canron (Division 1)	Hamilton	Closed	--	45
Safeway Stores	Hamilton	Closed	Consolidation	50
TOTAL				471

The above list includes only those companies known to the Department.



# TOTAL BUILDING PERMITS

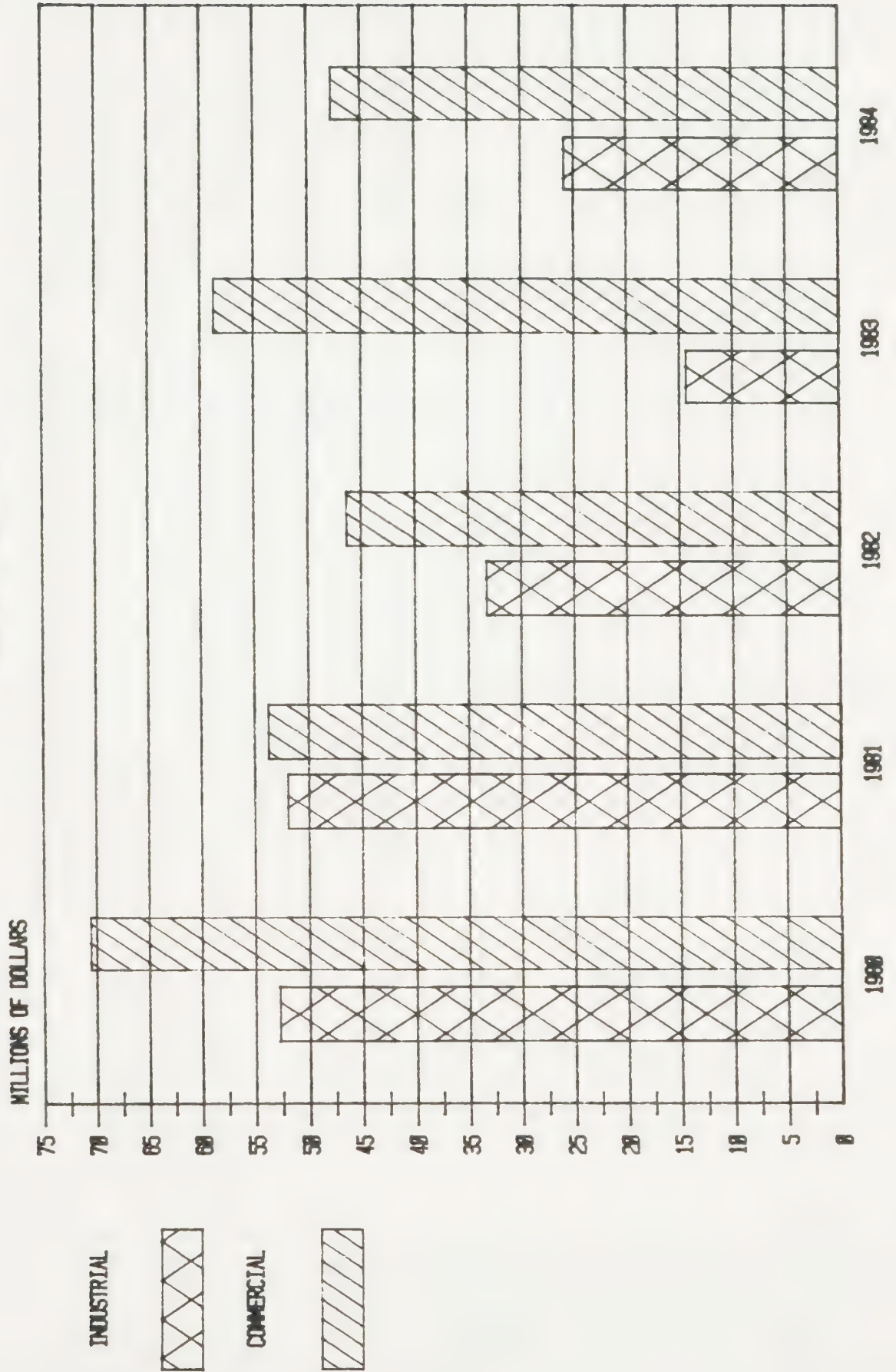
1980 TO 1984 COMPARISON





# INDUSTRIAL/COMMERCIAL BUILDING PERMITS

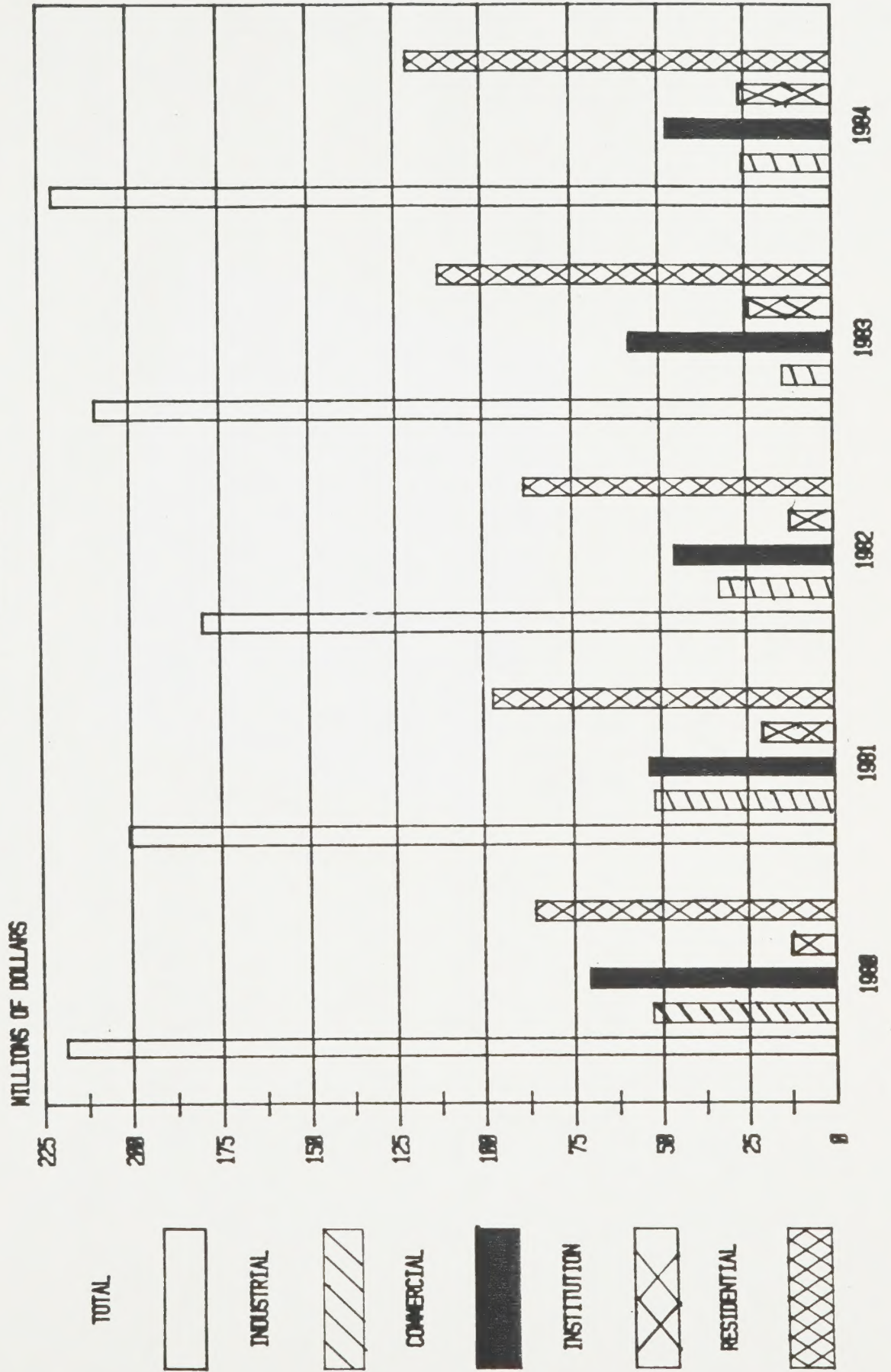
1988 TO 1984 COMPARISON





# BUILDING PERMITS REPORT BY SECTOR

1988 TO 1994







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